

PRESS RELEASE

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Belgian Competition Authority approves the acquisition of Q-Group by MPR Invest

On 9 November 2023 the Belgian Competition Authority (BCA) approved the acquisition of Q-Group by MPR Invest.

The concentration was notified on 23 October 2023 and the application of the simplified procedure was requested.

MPR Invest is the Dutch parent company of the Van Loon Group. The Van Loon Group consists of several companies primarily engaged in the trade of meat and meat products. These companies supply meat and meat products to customers in retail, foodservice, meal preparation and industry. The Van Loon Group's product range includes various types of fresh and processed meat products (frozen and non-frozen), including beef, pork and poultry. Besides meat products, the group also has a (limited) range of meat substitute products. Some of the Van Loon Group's products are sold in the Netherlands and Belgium. In addition, the products are exported to countries within the EU and beyond.

Q-Group is the holding company of a group of companies active in the food sector. As a meat processor, Q-Group produces and supplies meat and meat products, cold meats and sliced deli meats. Outside the core business (meat), Q-Group also supplies cheese, salads, service goods (e.g. boiled eggs), pre-cut vegetables, sauces and ready-to-eat products.

In its decision of 9 November 2023, the BCA found that the conditions for the application of the simplified procedure were met and that the notified concentration did not raise any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)